



## Ad-Visor

Conducted by Samuel Hopkins Adams.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

Before last Saturday, although I had heard much of J. J. Slater as a reliable shoe man, I had never had occasion to enter his store. Now I know I never will.

Three of us walking up Broadway noticed the special sale of shoes at \$4.95. One of us needed them, so we all went in.

After waiting a while a salesman walked over. There was something in his attitude which antagonized me at once. I am sure that had I been buying the shoes he never could have satisfied me. But he showed my friend a shoe and walked off. Naturally, rather than wait my friend tried it on, and while in the act and not exerting an extraordinary pressure the tongue ripped out. Another wait.

Showing the sad case to our friend the condescending salesperson—as Ruggles might say—my friend was met with a glare and words to this effect: "Well, you did it, didn't you? Again the salesman walked off, leaving the shoe in his customer's hand. Coming back, the salesman said, "Well, how does it fit?"

Imagine a salesman trying to sell a pair of shoes that had ripped in the act of trying on, and conveying that the fault of the accident was not with the shoe—J. J. Slater's, you know—but with the customer!

His attempt was unsuccessful, so he was forced to bring out another pair. Learning magnificently upon the arm of the chair, he watched my friend putting on and lacing the shoe and thereby "closed" the sale.

Good salesmanship for such a high class organization! That salesman "killed" three possible future customers! Or are they too "high class"?

E. V. M. G.

Were The Ad-Visor to fill a column sermonizing on the harm and injustice done by the filing of honorable trade names, he could not point the moral so effectively as does E. V. M. G.'s radically erroneous letter. The store where the complainant received such shabby treatment was not J. J. Slater's (which he evidently has in mind when he mentions "J. J. Slater's") but a concern of a profoundly different character. J. & J. Slater is one of the old, high-class, honorable New York stores. The dollar-trap into which my correspondent stuck his foot is a totally different sort of "Slater's" and has already been thoroughly exposed in The Tribune. It is run by a man named Aaronson. Under the Slater name he preys, not only upon the public, but upon the carefully built up and maintained trade reputation of a competitor. And the fair-dealing Slaters have, under our laws, no recourse against the foul-dealing Slaters.

The inclosed clipping may interest you (from "The World," January 6, 1916), but this is the first opportunity I have had to write you, owing "no doubt," to the fact that I neglected to use Platt's Chlorides. Why doesn't the Health Department spread this "preventive" around the city—spitting, coughing and all the rest of the dreaded diseases need have no terrors. More power to you.

"Prevent Gripe and Influenza by the constant use of Platt's Chlorides" advises the advertisement. How? By gargling—which would be painful—or by swallowing—which would be dangerous—or by inhaling—which would be excessively unpleasant. As a cleansing and germicidal agent Platt's Chlorides has value, but in the case of an active, epidemic disease like gripe its range is too limited to be worth serious consideration.

In preparing for a recent trip to the Pacific Coast I was disappointed in failing to get back from the cobbler my favorite "pair of old shoes" for traveling, and so was compelled to start with a new pair. In Chicago I decided to buy, and had to pick out from the many stores a proper place. Having in mind the chance of the article purchased turning out bad, I bought a pair of Regal shoes, because that company has stores in New York.

In this case the unexpected happened, and soon a flaw developed in the welt. Before my return one of the soles was nearly worn through. The Regal gave way, and I felt that I could not get value out of the shoes.

I am going to a Broadway store of the Regal Shoe Company. I stated my case. I had done much traveling, had been many miles by auto and had not spent much time at foot. No questions were asked as to where I purchased, but only when? And the questions following were directed to my idea of satisfactory service. Then the manager said, "If you do not feel that the shoes have given satisfaction I'll put new bottoms on them for you." And he did not only new soles, but heels as well, without any charge whatever.

I am calling attention to this because there seemed to be much opportunity to quibble and to evade the issue, but it was squarely met and in the fairest manner possible.

A SATISFIED CUSTOMER.

The Regal Shoe Company's acceptance of the customer's idea of what constitutes satisfactory shoe service is but an example of the rapidly spreading trade-cree that "the customer is always right." Ninety-five per cent of the complaints made by patrons are made in the belief that they are entitled to some reparation. Five per cent are possibly misconceptions, impositions, or just plain errors of judgment, and even these may often be settled by a skilful adviser.

Inclosed is a letter which I received this morning. Please note what the concern has to say, and also note that I have not been anywhere near the store—not even heard of the concern before. Don't it seem like a pure case of fake advertising? H. T. Q.

Following is the letter from the furniture house of Ludwig Baumann & Co.:

We were pleased to learn that you called at our store recently and made arrangements for the purchase of home-furnishings which you will require shortly. We have the articles you selected ready for delivery and will be glad to have you call, at your convenience, in order to complete the sale.

We write to tell you that we are very glad to have you for a customer and have instructed our credit department to give you credit for whatever you may require.

Thanking you for your order, and hoping to be favored with an early visit, we are, yours and yours truly,

LUDWIG BAUMANN & COMPANY.

Another method of installment furniture houses is to send a "charge" card to registered voters or other purchased lists of names. If the address appears at the store (or she) is put through the searching examination to which, apparently, all "charge" customers are subjected. Should the prospect emerge triumphant he emerges a "charge" customer at prices 10 per cent higher than the cash price. If this isn't fake advertising, it is, at least, is reprehensible.

On December 24, Worth, of 43 West Thirty-fourth Street, delivered a gown, which I ordered and paid for, and about the same time similar deliveries were made to me by Franklin Simon & Co. and Lord & Taylor. A sudden death in the family on December 26 made it impossible to wear any of the articles purchased, so that on December 31 the gown was offered for return to Worth, with full explanation of the situation and with the advice that the gown had never been worn, and that a store credit would be accepted in lieu of return of the cash actually paid. The matter was referred to a Miss Joyce, the manager of Worth, and she seemed to be about as flint-hearted an individual as it would be possible to find anywhere. Her indignation was very great, and she positively refused to consider the matter upon any basis. The other houses, namely, Franklin Simon & Co. and Lord & Taylor, when acquainted with the circumstances, expressed their sympathy and sent a call for the return of the articles purchased, and have since credited same to the account.

This difference in methods surely is interesting, and if published in your columns may be the means of protecting other readers of your paper.

Worth, "No Connection With Any Other Establishment in the World" (as their advertisements now read), after appropriating the name of a guarantee and are living up to it.

Fair treatment is usually experienced only in stores bearing fair trade names.

Although your car cards and other announcements in re the publication of letters do not say that you will accept these concerning stores which do not advertise in The Tribune.

Excuse my interrupting, Mr. Gerrey, but stop right there. About 3 per cent of The Ad-Visor's correspondents express this misgiving in one form or another. Here is where I grasp the opportunity to straighten the matter out.

The Ad-Visor doesn't care a tinker's dam (the only kind permitted in these safeguarded columns) whether the merchandise, manufacturer or dealer dealt with in a letter to this department is or is not a Tribune advertiser; and half the time he doesn't know!

The Ad-Visor doesn't care another dam (tinker's guaranteed) how hard a Tribune advertiser is "roasted" or how high a non-Tribune advertiser is "hoisted," provided the facts are straight.

The Ad-Visor doesn't care any kind, sort, species, variety or breed of a dam (non-propane) what a letter to the Ad-Visor says about whom, provided it is truthful, decent, interesting and bears upon the general topic of advertised merchandise.

There are no strings upon this department.

## HOLDS THEATRES MAY EXCLUDE CRITICS

Court Rules Against "New York Times" Writer Suing Shuberts.

(From a Staff Correspondent of The Tribune.) Albany, Feb. 22.—The Court of Appeals decided today that the proprietor of a theatre has the right to exclude a person from it on any ground other than race, creed or color. The decision was given in the case of Alexander Woolcott, dramatic critic of "The New York Times," who was excluded from the Shubert theatre because of adverse criticisms of some of their plays.

Woolcott brought suit to restrain the Shuberts from continuing to exclude him, and the lower courts decided against him. The Court of Appeals affirms their decision. Judge Collins, in writing the opinion, said:

"A theatre is not governed by the rules which relate to common carriers or other public utility. The proprietor does not derive from the state the franchise to initiate and conduct it. His right to control it is the same as that of any private citizen in his property and affairs. He has the right to decide who shall be admitted and who shall be excluded."

On Saturday night, at Churchill's, H. H. Van Loan, of the Universal, will pay the penalty of being a bad father. Confident in his ability as a forecaster of coming events, Mr. Van Loan made various and sundry wagers that the expected heir to the Van Loan millions would be a son. It proved to be a trade Van Loan, however, and now her father will have to make good in food and things to wash down the aforementioned food.

Booth Tarkington's "The Flirt," which appeared in "The Saturday Evening Post," has been translated to the screen in Bluebird Photoplays, with Marie Walcamp playing the title role. This picture will follow "The Yarn" starring Hobart Bosworth, a feature made from incidents in Dane Coolidge's story, "The Land of the Broken Promise."

Cleo Ridgely will soon begin work on a new production under the direction of the Lasky company's new director, Paul Dickie. The title of the picture has not been announced.

Lloyd Carleton is making ready to begin the production of "F. McLeary," a play by the late Clyde Fitch's drama, "The Way of the World."

Frederick M. Karger is Metro's new favorite. He has been established in the role of Mr. and Mrs. Maxwell Karger on February 13, and Refle Photoplays, Inc., of which Mr. Karger is the general manager, is now figuring out a carnival of new Karger. It is reported from the Karger home that Frederick is a ten-foot feature subject, or, in other parlance, a ten-pound boy. Metro is buying silver cups, rattles, spoons and nothing rings.

"What has come to be known as the 'big ward' has been established in a Jersey City hospital. So many accidents have occurred to members of the Pathé company now producing 'The Iron Claw' that the hospital has been established in the name of the company. It is reported from the Karger home that Frederick is a ten-foot feature subject, or, in other parlance, a ten-pound boy. Metro is buying silver cups, rattles, spoons and nothing rings.

Selig announces the release on March 6 of "The Dream of Eugene Aram," a film version of Thomas Hood's poem, with Tyrone Power featured in the lead.

Mrs. Vanderbilt Presides at First Anniversary of Pet Scheme.

Mrs. William K. Vanderbilt, Jr., and Mrs. James A. Burden, Jr., yesterday gave a party to celebrate the first birthday anniversary of their favorite child, the People's Kitchen, at 458 West Twenty-seventh Street.

Fully 500 men and women of the neighborhood dropped in during the afternoon to pay their respects to the infant prodigy, and to wish it many happy returns. Some of the guests were a little out of the chow, and were rather down at the heels, but all seemed to have made an attempt at gala attire. And the little Public Kitchen, dressed in its French frock of cream and tan, with a wide saffron of glittering gold and frills of shining cooking utensils, was an offering to gladden the hearts of its parents.

Mrs. Vanderbilt's proud of it, Mrs. Vanderbilt said, Mrs. Burden, unable to come, sent some daffodils.

The kitchen has furnished more than 200,000 portions of food, for \$7,000, or at less than four cents a portion. It has not been exactly self-supporting since the initial outfit made a deficit of \$2,000. It has brought the community undistributed and well cooked food at the lowest possible price, has gone far toward becoming a substitute for the saloon lunch, and has become an object lesson in sanitary cooking.

The average cost of an appetizing meal at the People's Kitchen is 20 cents, though the cost of a substantial outlay, since thick, hot vegetable soup can be had for three cents, lamb stew for seven cents, and chocolate pudding for three cents.

Several who had visited the destroyed boarding house said that the building was without fire escapes. No provision being made for the safety of the guests, the proprietor, Keratass, and his housekeeper, Emily Dobitsch, died from suffocation. From the position of the bodies Keratass had been trying to reach a sign projecting from the wall, and Emily had been trying to get to the door.

Climbs Through Flames.

Arthur Melson was badly burned while climbing down the iron drain pipe from his room on the third floor. He passed the window on the floor below he was caught in an eddy of flame. He retained his hold, and a second later climbed below the whirling smoke and fire.

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## FIRE KILLS FIVE TRAPPED IN BEDS

Flames Sweeping Boarding House Hall Drive Occupants to Windows.

MAN AND WOMAN DIE STRUGGLING TO ROOF

Boarder in Leap Struck Dead by a Sign—Guests at Claridge Watch Rescues from Rooms.

A woman and four men were killed yesterday morning in the fire that swept with startling rapidity from the basement to the roof of the five-story Colonial restaurant and theatrical boarding house at 151 West Forty-fourth Street, behind the Criterion Theatre and opposite the Hotel Claridge.

Thousands watched the fire from the windows of the neighboring hotels and from the sidewalks. The wooden stairways and halls of the lower floors of the boarding house were turned into a blazing furnace before Deputy Chief "Smoky Joe" Martin arrived with the fire engine. By that time it was too late to save the men and women who had been trapped on the upper floors.

The dead are: Emily Dobitsch, housekeeper, thirty years old; Thomas Keratass, proprietor, thirty-five; Christy Antonio, waiter, twenty-five; John Janas, waiter, thirty-one; Thomas Mustoropolis, kitchen assistant, forty-two.

The injured: Arthur Melson, actor, Polytechnic Hospital, burns and face badly burned; condition serious.

The fire started in the kitchen of the Colonial restaurant, on the ground floor of the boarding house. An overturned stove is believed to be the cause, though one of the waiters who arrived at 7:15 said he met Gregorius Genacus, a kitchen man, carrying out a pan of blazing fat, which he dropped, and the fire broke out in a wooden partition. Patrolmen O'Neil and Leahy, of the West Forty-seventh Street station, seeing the fire from the street, forced the front door. Repelled by a wall of flame, Leahy and O'Neil, who were on the first floor, entered.

Crawl Ledges to Safety.

When the fire started there were about twenty people asleep in the house, a few of them actors. There were many hairbreadth escapes by crawling along ledges, by whom who reached safety in the neighboring house.

Philip Matthews and his wife, Ethel, occupying a room on the second floor front, were awakened by their alarm clock just in time to save themselves and to awaken sleepers by shouting through the smoke filled hall.

The blazing stairway out of escape, so Matthews walked along the coping to the neighboring window, and then swung his wife to safety beside him.

On the floor above, Mary Smith and Elizabeth Montgomery crossed to the next house in the same manner. But, tried to escape along the ledge. When within a few feet of the window he wavered and, standing erect, hurled himself toward the iron bar that supported a sign projecting from the floor below. He struck the bar with his neck and was almost decapitated. He struck the sidewalk dead.

Christine Peterson, an actress, was crawling along the ledge, when she saw Antonio killed she shrank back. She was saved by a patrolman.

It was almost an hour before the fire was sufficiently under control to permit the rescue of the bodies. Peter Janas was found dead in his bed on the second floor. In the hallway another man had died while trying to escape to the floor above. On the top floor, within ten feet of the ladder to the roof, the proprietor, Keratass, and his housekeeper, Emily Dobitsch, died from suffocation. From the position of the bodies Keratass had been trying to reach a sign projecting from the wall, and Emily had been trying to get to the door.

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small panic during the fire. Many of them on the Forty-fourth Street side dressed and went to the street, unable to endure the sight from the windows. "It was too horrible to talk about," said a man, "the worst of it was that there was nothing one could do to help. It was like a furnace inside."

Outwardly the brownstone front of No. 151 seemed almost untouched by the fire. The windows were blackened and broken, and the doorway was charred. These are the only indications of the tragedy of yesterday morning.

"SWEETEST WOMAN'S" GRAFT CHARGE TICKLES

Mrs. Rowe Exchanges Compliments with Her Accuser.

Chicago, Feb. 22.—Hearing of the charges that Mrs. Page Waller Eaton, superintendent of the City Bureau of Social Surveys, was compelled to pay one-third of her \$3,000 a year salary to Mrs. Louise Osborne Rowe, superintendent of the Department of Welfare, was today set for Thursday before a council committee. Mrs. Eaton has resigned her position, it was announced.

It is alleged that the money said to have been paid by Mrs. Eaton to Mrs. Rowe was to go to the relief of Mrs. Margaret E. Micalaz, widowed sister of the wife of Mayor Thompson.

Mayor Thompson promised that he would make an independent investigation and said that Mrs. Micalaz would not accept financial aid.

A feature of the controversy between Mrs. Rowe and Mrs. Eaton is the complimentary way in which they speak of each other.

"I am tickled to death for the opportunity to meet these charges," said Mrs. Rowe. "I have been disturbed for six months by murmurings of alleged graft in my office, but I couldn't defend myself because it would have betrayed the confidence of my friends."

"Mrs. Eaton is one of my dearest friends, one of the sweetest women I know."

Mrs. Eaton was equally complimentary. "I was working hard in the Bureau of Surveys and earning every cent I received."

Mayor Thompson said of Mrs. Rowe: "She has done more for Chicago in one year than all the people who ever had to do with this department."

EPIDEMIC MENACES SCHOOL

Health Department Fails to Fumigate Rooms.

Scarlet fever, which broke out in Public School 55, in Hollis, Queens Borough, this fortnight ago, has been spreading. Some parents are now refusing to permit their children to go back to their classrooms until the Department of Health has adopted some means